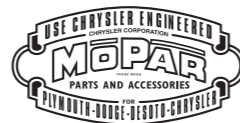
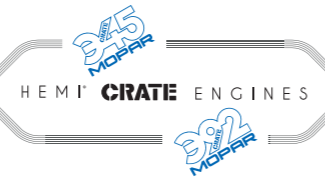




Born from a desire to bring pure performance to every vehicle, Mopar<sup>®</sup> launched with a bottle of antifreeze.



00s



70s



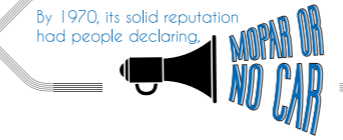
90s



40s



60s



10s



50s



80s



Thanks to performance technology that gave drivers a competitive advantage, Mopar owned the 80s racing circuit. In turn, their experience on the track led to higher-quality parts for passenger vehicles.



This is a brand born with a dedication for pure performance. Its desire to move ahead has kept pace with its desire to always be authentic. A brand raised with the belief that it's not just about servicing cars, it's equally about servicing people's lives. *Build on Performance. Raised on Authenticity.*